

FORTUNE 50

How did we align

The sales & marketing disconnect within a Fortune 50 product GCC

Client **Ask**

Need a creative partner who can bridge the gap between marketing and sales by delivering enterprise-grade sales enablement materials and compelling product storytelling assets at speed for global events and high-value pitches.

Client **Challenges**

Quick turn around time to meet a global event deadline.

Break down technical details into engaging, sharable, offline event-friendly content.

Limited in-house bandwidth to produce high-impact sales and event assets at scale.

Our **Solution**

9

Product, sales and marketing workshops



50+

Enterprise-grade product use cases



20

Quarterly internal comms newsletters and engagement mailers



4

Global events strategized & marketing assets delivered



5

Product specific websites revamp



14+

Product demo & sales enablement videos



18

Employee engagement videos



Business **Impact**



Increased employee engagement on the comms assets by 35% through structured storytelling, interactive formats, and targeted distribution.



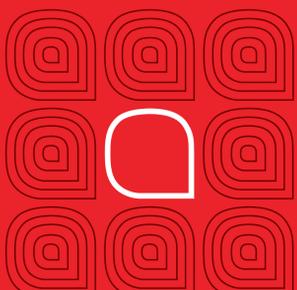
Cut sales dependency on marketing by ~40%, accelerating turnaround and structured sales enablement.



3.5X increase in event visibility and lead engagement through targeted campaigns.



Product registrations through the website for 5 products increased by 45% after the revamp



PEPPER
SQUARE

Designing Experience
Engineering Trust